

CITIZEN'S INDEPENDENT TRANSPORTATION TRUST (CITT)
External Affairs Committee Meeting
Tuesday, March 16, 2004
Stephen P. Clark Center
111 NW 1st Street
10th Floor Conference Room
10:00 AM

Summary of Minutes

MEMBERS PRESENT:

Marc Buoniconti, Acting Chairman
Hon. James Reeder

Hon. John Cosgrove
Miles Moss

COUNTY ATTORNEY:

Bruce Libhaber

OTHERS PRESENT:

Hilda Fernandez, Executive Director, OCITT
Virginia Diaz, OCITT
Joe Lepp, Citizen
Susan Schreiber, MPO
Barbara Bravo, OCITT
Alberto Parjus, MDT

Patty David, OCITT
Clinton Forbes, MDT
Patrice Rosemond, OCITT
Nestor Toledo, OCITT
Dan Murphy, KSR
Michael De Cossio, MDT

ROLL CALL

Mr. Marc Buoniconti announced that at Mr. Luis Morse's request, he would chair the meeting while Mr. Morse attends the Legislative Session in Tallahassee. With a quorum being present, Mr. Buoniconti called the meeting to order at 10:25 a.m.

APPROVAL OF AGENDA

Mr. Buoniconti requested approval of the revised agenda. Mr. Miles Moss moved its approval. The motion was seconded by Mr. James Reeder and carried without dissent.

APPROVAL OF MINUTES

Mr. Buoniconti requested approval of the February 17, 2004, minutes. Mr. Moss moved its approval. The motion was seconded by Mr. Reeder and carried without dissent.

CITIZEN'S COMMENTS

None

OLD BUSINESS

FEDERAL/STATE LEGISLATIVE UPDATE

Mr. Alberto Parjus, MDT's New Starts Coordinator, updated members on the Federal Transportation Administration's (FTA) various rating levels issued during its annual evaluation of projects. He stated that the corridors can receive the following ratings: 1) recommended 2) highly recommended 3) not recommended 4) not rated for technical reasons. The only Miami-Dade corridor listed in the booklet was the "North Corridor," which received a "not rated" for technical reasons. The FTA's rating of the North Corridor was due to the incorrect model utilized for calculating new ridership. The model did not calculate new ridership originating in Broward. Therefore, the FTA chose not to rate the project until it received clarification from the agency. MDT is currently working on providing the FTA with the correct ridership data.

He also informed the members that Transportation Secretary Jose Abreu pledged \$100 million towards the construction of the Earlington Heights/Miami Intermodal Center (MIC) project. Mr. Parjus reiterated that the Pro forma assumes receiving 25 percent funding from the state and 50 percent from the federal government to proceed with the remaining corridors. If the state is not going to provide any funding, then the county needs to find alternative ways to fund the local match.

Sharon Schreiber, Transportation System Analyst, Metropolitan Planning Organization (MPO), stated that it is her understanding that the emphasis is on projects and facilities of national and regional significance and very restrictive on locals to advance their priorities. The language defines projects as a "modal system geared toward regional projects.

Mr. Cosgrove proposed a resolution and asked staff to work on the appropriate language to address the proposed reallocation of local transportation dollars. Mr. Moss seconded the motion and carried without dissent. Mr. Cosgrove proposed a second resolution to support the existing discretionary formula. The motion was seconded by Mr. Reeder and carried without dissent.

Ms. Fernandez noted that Mayra Bustamante, Assistant Director, Miami Dade Transit (MDT), has been appointed to represent Miami-Dade County on the a State Intermodal System Board and she can assist staff with the appropriate language for the resolutions.

Mr. Cosgrove moved to direct staff to prepare an alternate resolution to the original resolution just passed in case the language needed to be amended at the March 31 CITT meeting. Mr. Reeder seconded the motion.

Mr. Cosgrove remarked that he was surprised that the CITT was not asked to participate in any lobbying efforts related to the PTP. He asked that MDT keep OCITT staff informed of all upcoming transportation PTP related lobbying efforts, whether at the state or federal level, so that staff can keep CITT members informed.

Ms. Fernandez clarified that the proposed resolution should state that the CITT supports the current funding program structure and opposes a limitation of funds being used for capital projects and urging the Miami Dade Delegation to convene a tri-county meeting to discuss the impact and strategy of the limitations on the definition of Intermodal systems, which will exclude Miami-Dade Metrorail from receiving funding.

Mr. Buoniconti requested a motion to direct OCITT staff to prepare a letter for the CITT Chairman's signature addressing the Dade Delegation regarding discretionary local funds, as well as the Intermodal policy issue. Mr. Reeder moved its approval, seconded by Mr. Moss and carried without dissent.

Mr. Reeder also requested that Russ Marchner be copied on the letter.

MUNICIPAL STATUS REPORT

Ms. Virginia Diaz provided the members with an updated report regarding the municipal status. She stated that to date, the Town of Medley and Golden Beach have not submitted their transportation plans. She noted that the Town of Medley had recently submitted its Interlocal Agreement and requested an extension until the new Mayor of the City has had an opportunity to provide input on the town's transportation plan. Ms. Diaz reported that a new boilerplate was developed to facilitate the submission of transportation plans and to create uniformity of process.(copies of plans distributed to each member). In addition a copy of municipalities by County districts was also distributed at the request of members. Ms. Fernandez noted that some cities submitted questionable projects, and staff has created a list of questions that require the County Attorney's clarification prior to submitting to the cities for a response. Mr. Reeder asked for a copy of the list of questions for the municipalities by district.

Mr. Bruce Libhaber, County Attorney, stated that if a project does not comply with the Ordinance or the Florida State Statutes, the next step would be for the CITT to approve a resolution urging the BCC to withhold the project amount for that municipality.

Ms. Fernandez also stated that the County Attorney's Office informed her that the cities cannot carryover their portion of the 20% surtax proceeds from year to year. If they not do spend the monies in a given year, unexpended funds will be put back into the municipal pool and will be reallocated to the municipalities.

Ms. Diaz distributed a copy of the "Metrobus Riders Survey." which is part of the Comprehensive Bus Operational Analysis (CBOA) conducted by Behavioral Science Research. Mr. Buoniconti remarked that he expected the survey to be ongoing, with monthly reports to the CITT. Ms. Fernandez responded, that those were two separate issues. Mr. Michael De Cossio, Chief Marketing, MDT, added that the department is considering continuing the survey cards on the bus for the next fiscal year, and MDT does track trends and opinions of the riders. Mr. Moss asked if MDT could provide the CITT with a formal report. Mr. Clinton Forbes stated that preliminary results will be brought back to the committee in April.

ACTION ITEMS

6A RESOLUTION BY THE CITT APPROVING THE ACTION OF THE BCC OF AWARDING CONTRACT NO TAO2-MPR TO PROVIDE MARKETING AND PUBLIC RELATIONS SERVICES TO KELLY SWOFFORD, INC.

6B RESOLUTION BY THE CITT APPORVING THE ACTION OF THE BCC OF AWARDING CONTRACT NO. TA02-MPR TO PROVIDE MARKETING AND PUBLIC RELATIONS SERVICES TO CARMEN MORRIS & ASSOICATES AND CREATIVE IDEAS ADVERTISING, INC., JOINT VENTURE.

Mr. Buoniconti stated that at the last committee meeting members raised concerns regarding the ceiling amount with an open ended contract. In addition, MDT did not have a comprehensive plan as to how the monies were going to be spent for PTP related projects.

Mr. De Cossio replied that the proposal submitted by the agencies did not include the PTP, since the PTP had not been approved by the voters. Once the contracts are approved the agencies can help develop a plan to promote the PTP. Ms. Fernandez added that it is not the agencies that need to provide the cost, rather, it is MDT. Mr. De Cossio noted that the contract outlines that the agencies have 30 days to develop a marketing plan. Mr. Forbes stated that the PTP Promotional Advertising Budget Outline for FY 04-05 was distributed. Mr. Moss asked if the agencies are guaranteed a certain amount after the contracts are approved.. Mr. De Cossio replied "they are not." Mr. Moss asked if a resolution could be attached to the contracts. Mr. Libhaber replied that it cannot be added to the contracts, however, it can be done by a separate motion, directing MDT, through the OCITT Executive Director to provide either yearly or monthly updates and a budget. Mr. Cosgrove stated that the CITT has an oversight responsibility, therefore, when MDT submits its yearly review of its five year budget, if we find there are discrepancies in the budget it can be addressed at that time. In addition, the CITT can also recommend to the BCC to amend the contract for noncompliance.

Ms. Moss approved items 6A. The motion was seconded by Mr. Reeder and carried without dissent.

Ms. Moss moved to approve MDT's agreement to provide a presentation of a budget and plan on a proposed marketing campaign to the CITT External Affairs Committee, and that MDT will submit an annual budget, expenditures, and plan to the CITT External Affairs Committee for its

review and oversight. Mr. Reeder moved its approval. The motion was seconded Mr. Reeder and carried without dissent.

Mr. Moss moved to approve 6B. The motion was seconded Mr. Cosgrove and carried without dissent.

Ms. Cosgrove moved to approve MDT's agreement to provide a presentation of a budget and plan on a proposed marketing campaign to the CITT External Affairs Committee, and that MDT will submit an annual budget, expenditures and plan to the CITT External Affairs Committee for its review and oversight. The motion was seconded by Mr. Reeder without dissent.

CITIZEN'S COMMENTS

Mr. Dan Murphy, Kelly Swofford Advertising, Inc., thanked the members for approving the contracts. He stated that the agency is very familiar with transportation issues and has worked with several governmental agencies in the past.

Mr. Cosgrove mentioned that at the last External Affairs meeting, the members inquired about the administrative fee charged by the State to collect, process, and disburse the transit surtax proceeds to the County. Staff has been informed that the State can charge up to three percent.

Mr. Cosgrove moved to direct the County Attorney to prepare a letter to the State of Florida (Revenue Collection Division) requesting they provide the actual expenditures being charged for the collection of the Surtax. The motion was seconded by Mr. Reeder and carried without dissent.

ADJOURNMENT

The meeting adjourned at 12:15 p.m.

******MINUTES ARE IN SUMMARY FORM******
FOR VERBATIM TRANSCRIPTION OF THIS MEETING PLEASE REQUEST COPIES
OF THE TAPE FROM THE CITT OFFICE AT 375-3481